



LJMU Research Online

Wise, NA

Eventful Futures and Triple Bottom Line Impacts: BRICS, Image Regeneration and Competitiveness

<http://researchonline.ljmu.ac.uk/id/eprint/11716/>

Article

Citation (please note it is advisable to refer to the publisher's version if you intend to cite from this work)

Wise, NA (2019) Eventful Futures and Triple Bottom Line Impacts: BRICS, Image Regeneration and Competitiveness. Journal of Place Management and Development, 13 (1). pp. 89-100. ISSN 1753-8335

LJMU has developed [LJMU Research Online](http://researchonline.ljmu.ac.uk) for users to access the research output of the University more effectively. Copyright © and Moral Rights for the papers on this site are retained by the individual authors and/or other copyright owners. Users may download and/or print one copy of any article(s) in LJMU Research Online to facilitate their private study or for non-commercial research. You may not engage in further distribution of the material or use it for any profit-making activities or any commercial gain.

The version presented here may differ from the published version or from the version of the record. Please see the repository URL above for details on accessing the published version and note that access may require a subscription.

For more information please contact researchonline@ljmu.ac.uk

<http://researchonline.ljmu.ac.uk/>



**Eventful Futures and Triple Bottom Line Impacts: BRICS,
Image Regeneration and Competitiveness**

Journal:	<i>Journal of Place Management and Development</i>
Manuscript ID	JPMD-10-2019-0087.R1
Manuscript Type:	Academic Paper
Keywords:	BRICS, Image Regeneration, Competitiveness, Event Impacts, Triple Bottom Line

SCHOLARONE™
Manuscripts

Eventful Futures and Triple Bottom Line Impacts: BRICS, Image Regeneration and Competitiveness

Nicholas Wise

Liverpool John Moores University

ORCID: orcid.org/0000-0002-4154-8932

Structured Abstract

Purpose: There are many ways of viewing, interpreting, and even conceptualizing BRICS growth. This paper considers image regeneration and how this helps enhance place competitiveness. A focus on events and the spectacle they create also challenges us to think about sustainable futures. To supplement this focus on image regeneration and competitiveness, it is important to discuss and outline triple bottom line impacts as a framework to consider going forward.

Approach: Looking at the BRICS, the growing events, tourism and leisure industries transcend private and public business practices and can help align with more contemporary sustainable development practices and regeneration agendas. Such agendas can in turn help enhance destination competitiveness and image. While we need (and should) continue to assess and address economic impacts and development, it is just as important to consider environmental impacts and social impacts on a destination and its residents when considering competitiveness.

Findings: This conceptual paper frames insight from the literature to reflect on and consider research directions linked to triple bottom line impacts. The paper puts emphasis on the need to consider social and environmental impacts of events.

Originality/Value: This paper links conceptual discussions of image regeneration and competitiveness with triple bottom line impacts to look at directions for BRICS nations. It is useful for policy makers and planners who look at the ‘big picture’ of event hosting and argues the need for more sustainable policy and planning agendas.

Keywords

BRICS, Image Regeneration, Competitiveness, Event Impacts, Triple Bottom Line

Introduction

When we hear the term BRICS today (referring to Brazil, Russia, India, China and South Africa) we are directed to the increasing influence and role of these five key emerging economy countries to the global political economy (see Chatin and Gallarotti, 2017). These countries are at the core of global manufacturing and production, but we are also directed to the fact that these countries are regularly bidding for and hosting global major- and mega-events (or large-scale events hereafter referred to in this paper). Each of these countries have and are continuing to invest heavily in mega-infrastructure projects to showcase their power, and key international sporting events are central to these developments. While many of these countries are modernizing rapidly, there are concerns over social, economic and environmental sustainability. With substantial budgets to develop new venues, there

are also voices of critique and concern over the economic viability of these mega-projects—as many argue money can be directed elsewhere. Despite some of the widespread criticisms and media reporting we see and hear about the BRICS, it is possible to suggest that large-scale events are contributing to destination revitalization and competitiveness in these nations.

There are many ways of viewing, interpreting, and even conceptualizing BRICS growth, and this paper considers image regeneration, and how this can help with place/destination competitive and attractiveness. A focus on events and the spectacle they create also challenge us to think about sustainable futures (Hall, 2012; Wise and Hall, 2017; Wise and Harris, 2019). To supplement this focus on image regeneration and competitiveness, it is important to discuss and outline triple bottom line impacts. Later in this paper I discuss social, economic and environmental impacts and how each of these influence image and competitiveness, especially surrounding the social impacts of events on locals as the world looks on and see the rapid pace of growth.

With the BRICS nations investing in modern venues, the hosting of large-scale events is viewed as a form of image regeneration (see Henderson, 2017; Smith, 2012). Increasing the image of a place can contribute much to its future competitiveness. As places seek to attract investors and the media to a country, as international events are a way of broadcasting modern images and attractive destination features, as well as a means of changing perceptions (see Gibson et al., 2008; Wise et al., 2015). But given this point, others argue that hosting events are just a façade for promotion and power (see Maharaj, 2015; Gaffney, 2010). For example, BRICS nations often use large-scale events to attract new investors, and to enhance their national images and destination attractions for the purpose of building a new (modern) tourism economy. In this sense, an event is in many ways a form of soft power to influence and communicate cultural appeals to gain international attention, and then after the event that country can diversify its service economy to attract growth beyond its imagined industrial/manufacturing base (that is driving its economic growth). Thus, the image generated, with the assistance of the international media, is a way of widely advertising the features of each place (see Pasti and Ramaprasad, 2017). While the BRICS nations continue to be key players in global manufacturing, showcasing destinations with a burgeoning service sector helps these countries achieve economic diversification.

Jackson (2013, 847) noted: “the expanding annual calendar of sport mega-events, both in terms of the bidding process and the actual hosting of the event, means there is rarely time for considered reflection”. This paper also does not reflect, but considers the rise of the BRICS and seeks to conceptualize them alongside large-scale events by considering the triple bottom line framework, as this helps us understand eventful legacies, impacts, image and competitiveness. Mega- and major-events are described as large-scale mass cultural gatherings that attract significant international audiences, who travel to places and also consume new insight through the media (Roche, 2000). Sporting mega-events such as the Summer Olympic Games and the men’s FIFA World Cup attract much attention, but other large-scale sporting events are likewise just as significant because they too play a key role in regional/international expansion and sports development, and the burgeoning service sector economies that result from sustained hosting. Some argue that regional events that are more sustainable, or play a role in the legacy of large-scale events as it puts venue/infrastructural developments back to use again so that new complexes do not just become abandoned or deemed

‘white elephants’. However, with all this, years ago Alegi (2007), and more recently Hall and Wise (2019), each argued that there is a need to focus more on social transformations and local impacts.

This paper will next offer a brief context and history of BRICS before framing some conceptual considerations around image regeneration and place/destination competitiveness. The impact and contribution of this paper in line with place management is the rapid change that we are observing in BRICS nations. When bidding for large-scale events, there is a need for planners and policy makers in these nations to step back and look at the wider impacts of development, beyond the financial bottom line, by assessing and addressing social and environmental concerns. Place management is about enhancing place image and/or place branding, focusing on people and the environment amidst rapid economic development and changing times (especially during times of uncertainty). The contribution of this paper is insight on place regeneration, place competitiveness, local and national economic development (and social development) and the consideration of sustainable futures alongside rapid change and development associated with the hosting of large-scale events in BRICS nations. This leads into insight and directions discussed in line with the triple bottom line framework, noting the need to focus on eventful futures aligned with social, economic and environmental sustainability/impacts. The concluding remarks section will look at the new trend the BRICS have established as more emerging economy countries seek to gain a new competitive advantage using international events, followed with some key questions that we as scholars and educators can use to frame contemporary critical discussions.

The BRICS

Nominal gross domestic product (GDP) figures and future projections of BRICS nations are noted in Table 1. Looking at these countries based on the total value of goods produced/services provided (annually) we see collectively their nominal share is just over 31.5% based on 2017 total global GDP. Further, Table 1 shows the BRICS nations are gaining in terms of their GDP global share and ranking with significant increases (especially in China and India) evident in IMF 2022 projections. Thus, by 2022 India is expected to rank 4th in global GDP share, and while South Africa may see a slight drop in rank by 2022, they are still a dominant country in Africa as trading and connections are increasing.

[Table 1 about here]

BRICs countries (and later BRICS from 2010) was an acronym coined by Jim O’Neill (then Chief Economist of Goldman Sachs) to identify (at the time) the largest emerging market economies. South Africa, in 2010, asked to join the BRICs. South Africa would then formally invited by China to join and after this nomination Brazil, Russia and India accepted (see Xing, 2014). 2010 was the same year South Africa hosted the men’s FIFA World Cup. Despite the acronym coined in the early-2000s, it would not be until 2009 when the BRICS nations held their first international summit (Kirton, and Larionova, 2018). From the early-2000s it was forecast and expected that these countries would grow (economically) faster than the developed countries and would come to play an increasingly important role in the world, both economically and politically. In the past 15 years Brazil and India have caught up with the smallest Group of Seven (G7) economy (Italy) while China has since overtaken Japan as the world’s second largest economy.

Given changing global manufacturing and distribution, along with economic restructuring in many of the world's G7 nations, it was argued in the early-2000s that the leading role of G7 nations and the Organization for Economic Cooperation and Development (OECD) is no longer definite (as many of the multi-lateral institutions were set when the 'West' economically dominated the world). The United States and Europe are over-represented in the IMF/World Bank, and along with Japan, they play a defining role in controlling most regional development banks. Given this global imbalance dominated by the United States, Europe and Japan, more recent global financial crises since the late-1990s meant there was a need for involvement and participation by non-G7 countries, and this is where BRICS nations began to play a more defining role. This led to the Group of 20 (G20), with South Africa as the only nation from Africa. Arguably, South Africa's ability to establish itself as a regional nexus within the global economic landscape contributed to the country's ability to host the 2010 World Cup. Indeed, it has been argued that, at that time, it was the only country in the African continent with the economic capacity to host such a mega-event (Maharaj, 2015). But later work has seen South Africa take a more conservative stance on hosting. In particular, it was realized that the bid to host the 2022 Commonwealth Games was significantly under-budgeted so South Africa decided to withdraw its bid for acting as Games host (see Maharaj, 2019). With Durban securing the 2022 Commonwealth Games and then forfeiting it back, this is perhaps a step back from the country's wider event ambitions to host a future Summer Olympics in South Africa.

Despite the rising economic and political prowess of BRICS nations, change and unification has been slow in the past two decades and 'Western' nations continue to exert control over international financial institutions. While the G7 hold regular meetings to address and discuss ongoing and future economic trends, BRICS nations have been hosting yearly summits since 2009 (South Africa began attending in 2011) as an attempt to address and discuss their collective stance on pressing global issues. Summits and coming to mutual decisions are important if there is to be tangible changes led by non-OECD leaders, and if they want to co-ordinate actions globally. A challenge with all of this is the differences in how these countries choose to collaborate, a reflection of their vastly different domestic agendas and ways of handling international affairs. The only commonality of these nations is their BRICS membership, as different political systems exist domestically. Some argue that BRICS nations are becoming a China-led group as their nominal GDP is larger than that of the other members combined. Moreover, the 'BRICS Bank', or the New Development Bank (NDB), which is the first without OECD membership, is based in Shanghai. Alongside this is China's vision, as the country increases their presence in the world and establishes the 'New Silk Road', as well as embarking on a 'One Belt, One Road' vision. Yu (2017) notes China's 'One Belt, One Road' initiative is the country's approach to ascend economically, politically and strategically in the expanded region by developing infrastructures that inter-connects China with their neighbors and beyond, that extends through Russia and Central Asia to the Middle East and Europe. Despite these apparent social and political differences, with the structure of financial systems, levels of income, education, inequality, health challenges vastly differing among BRICS nations, something else that makes them stand out globally is their hosting of large-scale international events since the late-2000s (see Table 2).

[Table 2 about here]

Given the prominence of BRICS nations and the need for sustainable futures, the next section

addresses the impact of events on image change and competitiveness, as this helps us make sense of the impact of embracing a triple bottom line framework by addressing points on social, economic and environmental impacts. This is done with insights from the literature to build a discussion around eventful futures. One challenge here is based on the vast differences between countries, meaning the triple bottom line framework would need adapted accordingly to the needs and demands of each country, as a one-size fits all framework is difficult to propose.

Large-Scale Events, Image Regeneration and Competitiveness

An important conceptual link joining this focus on image change and competitiveness is scale, and this scale is based on cores and peripheries, and BRICS nations are part of this emerging core. Research has addressed events and scalar relations looking at where power and governance is concentrated, based on established hierarchies (see Harris and Wise, 2011; Wise, 2017). What is still relevant today, is two scalar spectrums, emerged through Wallerstein’s (1974) world systems theory that identifies cores and peripheries, and the semi-periphery. An acknowledgement of scale, core and periphery is often discussed by economic and political geographers who assess globalization and this links to the international expansion of hosting mega-events. Scale refers to ‘one or more levels of representation, experience, and organization of geographical events and processes’ (Smith, 2000: 724). Scale is therefore a useful way of apprehending how processes are structured based on political and economic complexities of power, control and hierarchies (Wise, 2017), which can then be directed towards discussions of image regeneration aimed to increasing competitiveness. Some nations are rapidly emerging, growing or gaining new influence. This helps create closer ties with the core, or an emerging core. These emerging economies are benefiting from strategic advantages based on their location, ease of access and regional influence. This helps BRICS nations to build and showcase a new global influence, and ultimately their competitiveness. Their rapid expansion draws on their international division of labor, extensive manufacturing and notable infrastructural modernization and planning agendas.

An emerging market economy describes a nation that is progressing toward becoming more advanced, usually by means of rapid growth and industrialization. As noted in the previous section, such countries are experiencing an expanding role both in the world economy and on the political frontier. Rapid development often defines expanding emerging economy nations in both the production/manufacturing sectors and service sector. They display to the world their emerging power not only through production, but also via spectacle and cultural influence – this is where large-scale events are significant.

Image remains a popular topic of inquiry regarding perception, awareness and knowledge of attractions, places and nations. Dwyer and Kim (2003) argue that image is an important determinant of competitiveness. Thus, insight into destination competitiveness complements research on destination image by critically assessing current management programs, planning agendas, potential impacts and areas needing improvement or investment. These are all important elements of place transformation (Wise and Clark, 2017). Concerning competitiveness, Gomezelj and Mihalič (2008, 294), note:

“In an ever more saturated market, the fundamental task of destination management is to

understand how a tourism destination's competitiveness can be enhanced and sustained. There is thus a strong need to identify and explore competitive (dis)advantages and to analyse the actual competitive position."

Developing this idea, BRICS nations increased production and manufacturing during the 1970s and 1980s, driven by a race to the bottom to produce cheaper products (Pilger, 2003). This resulted in negative connotations towards emerging economy countries from those deemed the established core. To compete and showcase their emerged global presence, large-scale events have since become a way for BRICS nations to, in some respects, de-saturate the market. This involves BRICS nations spending more and setting a new high standards for hosting events, and this drives the former global core countries to not bother, especially given the rising costs associated with event bidding and subsequent building of event infrastructures. It is not clear if funds are actually diverted elsewhere given rising wealth gaps, but countries such as the United States and Norway are not seeing the sustained benefits of hosting one-off large-scale events given the costs needed to go towards infrastructural development and modern mega-venues.

Destinations are continually competing for visitors and therefore must effectively adapt to consumer demands to strengthen their competitiveness. To BRICS nations, presenting modern (futuristic) infrastructures, that are more advanced than what exists in the established core, creates a new benchmark standard for how a place needs to showcase a modern image. This aligns with Dwyer and Kim's (2003: 369) point that to achieve a competitive advantage that meets appeal, a place "must be superior to that of the alternative destinations open to potential visitors". Nevertheless, appeal can create/re-create a new image, that foregoes negative associations as developments in BRICS nations happen rapidly — and hosting large-scale events attracts media attention to help transform the image of these countries, cities and attractions. However, Crouch (2011) argues that it is difficult to manage rapid change and competition because it is not clear what the end goals are because there is a desire to build higher and design/innovations are ever-changing based on consumer appeal and demand.

BRICS nations each have differing motives, which may involve vastly different financial (of social and environmental) demands and consequences, as observed in work by Maheshwari et al. (2019) on Brazil. These consequences are some of the main challenges they face. While modernization is perceived as making a place more competitive, a failure to acknowledge the wider impacts of this on society and the environment can lead back to negative place images. This links back to another point by Gomezelj and Mihalič (2008: 295), who highlight that:

"a destination's competitiveness is a country's ability to create added value and thus increase the national wealth by managing assets and processes, attractiveness, aggressiveness and proximity, and thereby integrating these relationships within an economic and social model that takes into account a destination's natural capital and its preservation for future generations."

Thus, balancing the influence and impact of triple bottom line contexts can help sustain image and competitiveness for BRICS nations going forward. One image challenge these nations need to overcome is how domestic issues are communicated, as there is a desire to focus solely on

modernization and consumption, and this can threaten social and environmental (as well as economic) sustainability.

Towards a Triple Bottom Line Framework

The 'bottom line' is a framework commonly used among finance experts and accountants to assess sustainability and sustainable management. John Elkington, a leader in corporate responsibility and sustainable development, coined the term 'triple bottom line' in 1994 (see Henriques and Richardson, 2004). Widely accepted are three key dimensions: social, financial (economic) and environmental responsibilities. These are also referred to the three Ps (people, profit and planet). Seen in other studies, these three triple bottom line dimensions represent the core pillars of sustainability, discussed by scholars focusing on place and destination development (see Dwyer, 2005; Fairley et al., 2011). For BRICS, the growing propensity to host events means the triple bottom line framework has direct relevance for their tourism and leisure industries. Specifically, it points them in the direction of more contemporary sustainable development practices and regeneration agendas, which in turn can help enhance destination competitiveness and image.

Referring to the triple bottom line dimensions, pertinent to image regeneration and competitiveness, the focus is too often directed to economic impacts and the need and want to revive and sustain economic benefits. This is because economic indicators drive tangible change and development. But while we need (and should) continue to assess and address economic impacts and development, it is just as important to consider environmental impacts (Maguire and Hanrahan, 2016) and social impacts (Aquilino et al., 2019) on a destination and its residents when considering competitiveness. We can see and evidence the economic impacts of the BRICS based on the insights from Table 1 showing their total global GDP collective; equally important, however, are points of consideration related to social and environmental impacts.

Social Impacts

We are increasingly concerned with how the public sector focuses on social legacy, or 'softer' impacts that locals can resonate with, and moves beyond just focusing on economic generation and improving the visitor profiles or city image during and after an event (Vanolo, 2015). Notably, an ongoing critique facing BRICS nations during times of mega-events is domestic issues and how funds are used to build or enhance social development (Maharaj, 2015). It is essential, in these situations, that governments and public sector organizations measure social impacts so it can be seen that they move beyond economic benefits (see Wise, 2019). Thus, policy initiatives need to focus on improving local wellbeing through planning for large-scale events (Clark and Kearns, 2015) so that tourism/leisure opportunities can be enhanced for both locals and visitors. In the run up to both the 2014 FIFA World Cup and the 2016 Rio Olympic Games, Brazil received a lot of negative press around the social impacts of these events, and the need for money to be invested in education, local experiences, and improvements to residential facilities, opposed to stadia complexes (see Hall and Wise, 2019). Such investment might have helped increase civic pride in the hosting of these events, as opposed to encouraging local protests. The UNWTO Manila Declaration in 1980 considered the social impacts of tourism in relation to rapidly changing tourism trends and dynamics, and it appears that many of these have yet to have been met, or remain a challenge to meet, where mega-events are concerned.

Lawless (2010) argued social benefits/legacies are lost as destinations regenerate and seek ways to enhance competitiveness. Many large-scale event projects are financed, supported and maintained through the private sector, who acquire and utilize public funds—thereby limiting opportunities and directing profits to companies instead of communities. Therefore, it is also important to leverage outcomes of infrastructural planning, to determine what approaches will be most beneficial to the general public, and what will have local transferrable use in the future. Any resultant social impacts and social change can alter peoples' outlook and attitudes, thereby encouraging cohesive public involvement in the events concerned and an enhancement of local social capital (Thwaites et al., 2013). In this sense, social capital involves the formation of networks, norms and trusts that enable people to work together to peruse and achieve shared objectives (Richards and Palmer, 2010), and build ties that lend to a greater sense of community, belonging and placemaking (Custódio et al., 2018). While there exist a number of conceptual approaches to measuring social impacts (e.g. Wise, 2019; Wise and Perić, 2017), such impacts are difficult to measure, but are nonetheless important if we want to acknowledge notions of inclusion and exclusion.

Environmental Impacts

Planners and policy makers need to prioritize conservation because building for and hosting large-scale events does not always go hand-in-hand with environmental sustainability. It is therefore up to appropriate government agencies to work with event and tourism planners/managers ensure that an event or destination is environmentally sustainable. This can have a lasting effect as well, especially in BRICS nations that do not have a positive image when it comes to environmental protection. By hosting events that are planned and delivered as having a (significantly) reduced environmental impact, this can increase competitiveness in a way that showcases a new awareness. Moreover, with the high economic surplus and earning potential that BRICS nations gain from export earnings, investing in more environmental sustainable agendas can help them achieve a competitive advantage and also help them align with nascent consumer demands whereby there is a desire to reduce carbon footprints. It is a challenge to eliminate completely the negative environmental consequences associated with events (and related tourism), but by investing in new products and innovations, relevant stakeholders can work toward reducing negative consequences. Aiming to restore and preserve urban and rural ecosystems can help enhance consumer perceptions, and help overcome images of mass congestion, over-consumption and waste, which threaten air/water/environmental quality (Wise, 2016).

Thus innovative policies are needed in BRICS nations to address the mass tourism that they seek after hosting large-scale events. Such tourism growth extends mass consumption practices, which even when planned for can still put a strain on resources and impact residents. This is in part because resources for tourism and event consumption may be given priority over those for the local population because of the opportunity to earn further income from tourism after the event (see, for example, Li et al., 2013). Mass consumption is an environmental issue facing the service industries (Gössling et al., 2012), but also inherently social—given who has access to resources. In many cases, venue sites and hotel complexes may have more immediate access so to keep visiting consumers satisfied (see Cole, 2012). For BRICS nations there may be lessons to be learnt from European countries, which emphasize more sustainable event and tourism planning agendas (see Shoval, 2018). Moreover, Western Europe enacts strict regulations to ensure environmental sustainability when constructing new events and

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

tourism infrastructures (Austin, 2014). This necessitates setting policy and regulatory agendas that can help reduce environmental footprints. A challenge is also keeping event attendees and tourists comfortable, and this implicates issues of water/air pollution, as some places are creating climate controlled environments that require excessive energy usage (Wiedmann et al., 2014). This is especially the case in dry environments (e.g. the UAE), where water scarcity is more of an issue from the outset.

Ultimately, as Wise (2016) argues, it is the public sector’s responsibility to set regulations/implement policies that protects and preserves the environment, so that negative impacts associated with development projects are minimized. Some environmental movements have focused on defining clean water/air acts, planning/containing urban development and sprawl (or maintaining anti-sprawl stances), smart growth policies, clean public transit systems and ‘greening’. Greening is a popular aesthetic enhancement approach which can be important for image transformations. Parks and green spaces, for example, helps project a clean and comfortable environment (Austin, 2014). When it comes to event venues, we are also increasingly seeing those that produce their only renewable energy with built-in solar panels or wind turbines, such as Lincoln Financial Field in Philadelphia, United States. These changes and more sustainable environmentally policies can change peoples' attitudes/perspectives (see Kellison et al., 2015).

Concluding Remarks

Given the point made earlier in this paper about countries using events to enhance their image and increase the appeal of the destination, we are seeing other countries follow this trend. Countries in Europe, the United States or Canada, and other nations that we may in the past have associated more with large-scale events, are not seeing the benefits of hosting given rising costs and the negative environmental impact that these large-scale events have. However, other emerging economy countries are seeking to define their place and are thus seeking to follow the trend of the BRICS and host mega-events as a way of displaying their image to the world via international media outlets. This is so that they too can establish their own eventful futures and increase their place and destination competitiveness on a global stage. This is place marketing writ large.

Some future cases to consider going forward are Mexico, Indonesia, Nigeria and Turkey (now termed MINT). These countries are seen as the next wave of countries that will play a key role in the future of the global political economy (Xing, 2014). Of these four, only Nigeria is not in the G20, but again like the BRICS we are seeing a clear geographical distribution of power emerging across the Global South from Asia to the Middle East, and from Africa to Latin America. Emphasizing points made above, from a triple bottom line standpoint, these countries are likely to face similar issues around the social and environmental sustainability of any mega-events they host. It is important, therefore, that in their event planning and financing these nations seek to invest funds not only in infrastructural developments for capitalist gain, but also in their populations and environment. This should improve the chances of sustainable growth and development going forward. Other considerations include Dubai and Doha, which are hosting EXPO2020 and the FIFA World Cup in 2022, respectively. There has been much focus among scholars on Dubai and Doha (e.g. Henderson, 2017). These destinations have a distinct advantage as global airline hubs, and this has helped grow investments in tourism and other business/service sectors. Some scholars warn us that events can raise alarms because large-scale

events can have negative consequences on small businesses because mega-events align more strategically with corporate agendas (see Duignan, 2019). These nations are now seeking more large-scale events so that they can benefit from the associated publicity, which, in turn, can help enhance and regenerate their place image. We are also seeing rapid mega-event hosting developments in Baku, the capital city of Azerbaijan. Similarly, Kazakhstan is continually attempting to secure the Winter Olympics so they too can define their place among global event hosts.

Many questions remain. As noted above, we have seen a lot of negative media about Brazil in the build up to recent global sporting mega-events. Brazil just recently hosted the 2019 Copa América tournament, now that this event has concluded it will be interesting to see if the media continues to raise issues of social exclusion, or will they move to the next host? Linked to this, we need to question how our perceptions of the BRICS nations have changed in the past 20 years, and are these perceptions increasingly positive or negative. Aside from this, their exposure in relation to hosting mega-event is a key driver in building a new competitive image. So we must now ask: what challenges do BRICS nations face when it comes to hosting such events in the future? Also, is the future of global mega-events going to shift towards another group of emerging economy countries? And, if new emerging nations begin to bid for such events, will we see a new race to the bottom or a new wave of prosperity for their economies? This heralds a strong imperative to focus on eventful futures and put emphasis on associated triple bottom line impacts to promote, socially, economically and environmentally sustainable futures.

References

- Alegi, P. (2007), "The political economy of mega-stadiums and the underdevelopment of grassroots football in South Africa", *Politikon*, Vol. 34, No. 3, pp. 315–331.
- Aquilino, L., Armenski, T. and Wise, N. (2019), "Assessing the competitiveness of Matera and the Basilicata Region (Italy) ahead of the 2019 European Capital of Culture", *Tourism and Hospitality Research*, Vol. 19, No. 4, pp. 503–517.
- Austin, G. (2014), *Green Infrastructure for Landscape Planning: Integrating Human and Natural Systems*, Routledge, London.
- Clark, J. and Kearns, A. (2015), "Pathways to a physical activity legacy: Assessing the regeneration potential of multi-sport events using a prospective approach", *Local Economy*, Vol. 30, No. 8, pp. 888–909.
- Cole, S. (2012) "A political ecology of water equity and tourism: A case study from Bali", *Annals of Tourism Research*, Vol. 39, No. 2, pp. 1221–1241.
- Chatin, M. and Gallarotti, G. (2017), *Emerging Powers in International Politics: The BRICS and Soft Power*, Routledge, London.
- Crouch, G.I. (2011), "Destination competitiveness: An analysis of determinant attributes", *Journal of Travel Research*, Vol. 50, No. 1, pp. 27–45.

- Custódio, M., Azevedo, A. and Perna, F. (2018), "Sport events and local communities: a partnership for placemaking", *Journal of Place Management and Development*, Vol. 11 No. 1, pp. 6–25.
- Duignan, M.B. (2019), "London's local Olympic legacy: Small business displacement, 'clone town' effect and the production of 'urban blandscapes'", *Journal of Place Management and Development*, Vol. 12 No. 2, pp. 142–163.
- Dwyer, L. (2005), "Relevance of triple bottom line reporting to achievement of sustainable tourism: A scoping study", *Tourism Review International*, Vol. 9, No. 1, pp. 79–93.
- Dwyer, L. and Kim, C. (2003), "Destination competitiveness: Determinants and indicators", *Current Issues in Tourism*, Vol. 6, pp. 369–413.
- Fairley, S., Tyler, B.D., Kellett, P. and D'Elia, K. (2011), "The Formula One Australian Grand Prix: Exploring the triple bottom line", *Sport Management Review*, Vol. 14, pp. 141–152.
- Gaffney, C. (2010), "Mega-events and socio-spatial dynamics in Rio de Janeiro, 1919–2016", *Journal of Latin American Geography*, Vol. 9, No. 1, pp. 7–29.
- Gibson, H.J., Qi, X.C. and Zhang, J.J. (2008), "Destination Image and Intent to Visit China and the 2008 Beijing Olympic Games", *Journal of Sport Management*, Vol. 22, No. 4, pp. 427–450.
- Gomezelj, D.O. and Mihalič, T. (2008), "Destination competitiveness—applying different models, the case of Slovenia", *Tourism Management*, Vol. 29, pp. 294–307.
- Gössling, S., Peeters, P., Hall, C.M., Ceron, J.-P., Dubois, G., Lehmann, L.V. and Scott, D. (2012), "Tourism and water use: Supply demand and security, an international review", *Tourism Management*, Vol. 33, pp. 1–15.
- Hall, C.M. (2012), "Sustainable mega-events: beyond the myth of balanced approaches to mega-event sustainability", *Event Management*, Vol. 16, No. 2, pp. 119–131.
- Hall, G. and Wise, N. (2019), "Introduction: Sport and Social Transformation in Brazil", *Bulletin of Latin American Research*, Vol. 38, No. 3, pp. 265–266.
- Harris, J. and Wise, N. (2011), "Geographies of scale in international rugby union—the case of Argentina", *Geographical Research*, Vol. 49, No. 4, pp. 375–383.
- Henderson, J. (2017), "Sport events, tourism, development and regeneration: A perspective of Gulf states Abu Dhabi, Dubai and Qatar", in Wise, N. and Harris, J. (Eds.), *Sport, Events, Tourism and Regeneration*, Routledge, London, pp. 9–23.
- Henriques, A. and Richardson, J. (Eds.), (2004), *The Triple Bottom Line: Does it All Add Up?* Routledge,

London.

IMF (2017), World Economic Outlook Database, available at:
<https://www.imf.org/external/pubs/ft/weo/2017/02/weodata/index.aspx>

Jackson, S. (2013), "Rugby World Cup 2011: Sport mega-events between the Global and the Local", *Sport in Society*, Vol. 16, No. 7, pp. 847–852.

Kellison, T.B., Trendafilova, S. and McCullough, B.P. (2015), "Considering the Social Impact of Sustainable Stadium Design", *International Journal of Event Management Research*, Vol. 10, No 1, pp. 63–83.

Kirton, J. and Larionova, M. (2018), *BRICS and Global Governance*, Routledge, London.

Li, H., Song, W., and Collins, R. (2013), "Post-event visits as the sources of marketing strategy sustainability: A conceptual model approach", *Journal of Business Economics and Management*, Vol. 15, No. 1, pp. 74–95.

Maguire, K., Hanrahan, J. (2016), "Local authority provision of environmental planning guidelines for event Management in Ireland", *European Journal of Tourism Research*, Vol. 12, No. 1, pp. 54–81.

Maharaj, B. (2015), "The turn of the south? Social and economic impacts of mega-events in India, Brazil and South Africa", *Local Economy*, Vol. 30, No. 8, pp. 983–999.

Mahrarj, B. (2019), "Durban and the forfeiture of the 2022 Commonwealth Games: A bid won and lost by default", in Wise, N. and Harris, J. (Eds.), *Sport, Events, Tourism and Regeneration*, Routledge, London, pp. 125–142.

Maheshwari, V., Giraldi, J. and Montanari, M. (2019), "Investigating residents' attitudes of 2016 Olympic Games", *Journal of Place Management and Development*, Vol. 12 No. 3, pp. 291–313.

Pasti, S. and Ramaprasad, J. (2017), *Contemporary BRICS Journalism: Non-Western Media in Transition*, Routledge, London.

Pilger, J. (2003), *The New Rulers of the World*, Verso Books, London.

Richards, G. and Palmer, R. (2010), *Eventful Cities: Cultural Management and Urban Revitalisation*, Butterworth-Heinemann, Oxford.

Roche, M. (2000), *Mega-Events and Modernity: Olympics and Expos in the Growth of Global Culture*, Routledge, London.

Shoval, N. (2018), "Urban planning and tourism in European cities", *Tourism Geographies*, Vol. 20, No. 3, pp. 371–376.

Smith, A. (2012), *Events and Urban Regeneration*, Routledge, London.

Smith, N. (2000), "Scale", in Johnston, R., Gregory, D., Pratt, G. and Watts, M. (Eds.), *The Dictionary of Human Geography*, Blackwell, Oxford, pp. 724–727.

Thwaites, K., Mathers, A. and Simkins, I. (2013), *Socially Restorative Urbanism*, Routledge, London.

Vanolo, A. (2015), "The image of the city, eight years later: Turin, urban branding and the economic crisis taboo", *Cities*, Vol. 46, pp. 1-7.

Wallerstein, I. (1974), *The Modern World System*, Academic Press, New York.

Wiedmann, F., Salama, A.M. and Mirincheva, V. (2014), "Sustainable urban qualities in the emerging city of Doha", *Journal of Urbanism*, Vol. 7, No. 1, pp. 62–84.

Wise, N. (2016), "Outlining triple bottom line contexts in urban tourism regeneration", *Cities*, Vol. 53, pp. 30–33.

Wise, N. (2017), "Rugby World Cup: New directions or more of the same? *Sport in Society*, Vol. 20, No. 3, pp. 341–354.

Wise, N. (2019), "Towards a More Enabling Representation: Framing an Emergent Conceptual Approach to Measure Social Conditions Following Mega-Event Transformation in Manaus, Brazil", *Bulletin of Latin American Research*, Vol. 38, No. 3, pp. 300–316.

Wise, N. and Clark, J. (Eds.), (2017), *Urban Transformations: Geographies of Renewal and Creative Change*, Routledge, London.

Wise, N. and Hall, G. (2017), "Transforming Brazil: Sporting mega-events, tourism, geography and the need for sustainable regeneration in host cities", in Wise, N. and Harris, J. (Eds.), *Sport, Events, Tourism and Regeneration*, Routledge, London, pp. 24–39.

Wise, N. and Harris, J. (Eds.), (2019), *Events, Places and Societies*, Routledge, London.

Wise, N., Flinn, J. and Mulec, I. (2015), "Exit Festival: Contesting political pasts, impacts on youth culture and regenerating the image of Serbia and Novi Sad", in Pernecky T. and Moufakkir, O. (Eds.), *Ideological, Social and Cultural Aspects of Events*, CABI, Wallingford UK, pp. 60–73.

Wise, N. and Perić, M. (2017), "Sports tourism, regeneration and social impacts: New opportunities and directions for research, the case of Medulin, Croatia", in Bellini, N. and Pasquinelli, C. (Eds.), *Tourism in the City: Towards and Integrative Agenda on Urban Tourism*, Springer Vieweg, Berlin, pp. 311–320.

Xing, L. (2014), *The BRICS and Beyond: The International Political Economy of the Emergence of a New World Order*, Routledge, London.

Yu, H. (2017), "Motivation behind China's 'One Belt, One Road' Initiatives and establishment of the Asian Infrastructure Investment Bank", *Journal of Contemporary China*, Vol. 26, No. 105, pp. 353–368.

Table 1. BRICS GDP and global ranking based on 2017 figures and 2022 projections.

Country	GDP Nominal (USD\$ in Billions) of total global GDP				
	2017	Share	Rank	2022	Rank
China	\$11,795	15.1	2	\$17,707	2
India	\$2,454	6	6	\$3,935	4
Brazil	\$2,140	8	8	\$2,676	8
Russia	\$1,560	2	11	\$1,841	11
South Africa	\$317	.407	35	\$380	39

(Source of data: IMF, 2017)

Table 2. Large-scale events hosted by BRICS nations, 2007-present.

Brazil	2007 Pan-American Games 2014 FIFA World Cup Rio 2016 2019 Copa América
Russia	Sochi 2014 2018 FIFA World Cup <i>2028 Olympic Bid being considered</i>
India	Delhi 2010 Commonwealth Games Co-Host 2011 Cricket World Cup 2023 Cricket World Cup
China	Beijing 2008 2010 Asian Games in Guangzhou Beijing 2022 2022 Asian Games in Hangzhou
South Africa	2010 FIFA World Cup Durban 2022 Commonwealth Games (event forfeited) <i>2028 Olympic Bid being considered</i>